

Tinjauan yuridis terhadap dugaan praktik persaingan usaha tidak sehat dalam usaha air minum dalam kemasan (AMDK) (studi kasus aqua vs le minerale) = Judicial analysis on the unfair competition practice allegation in the ready to drink water business (case study: aqua vs le minerale) / Tasya Putri Istiqfar

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Abstrak

ABSTRAK

Skripsi ini membahas adanya dugaan praktik persaingan usaha tidak sehat dalam usaha Air Minum Dalam Kemasan (AMDK). Dugaan ini didasarkan pada adanya indikasi perjanjian tertutup dengan melalui perjanjian ritel yang dilakukan oleh pihak Aqua yaitu PT Tirta Investama dan PT Balina Agung Perkasa kepada pelaku usaha pesaingnya yaitu produk Le Minerale dari PT Tirta Fresindo Jaya. Penelitian ini membuktikan bahwa Aqua telah melakukan perjanjian tertutup dan penyalahgunaan penguasaan pasar, sehingga menimbulkan adanya praktik persaingan usaha tidak sehat.

ABSTRACT

This thesis discusses the alleged of the unfair competition practice of ready to drink water business. The alleged practices are based on an indication of exclusive agreement along with a form of retail agreement that is made between PT Tirta Investama, the producer of Aqua bottled water and PT Balina Agung Perkasa, the distributor of Aqua bottled water with their sub-distributor. The agreement to exclude their competitor, Le Minerale bottled water, from the market. This research proves Aqua has entered into an exclusive agreement and abusing its market power that led to unhealthy business competition.

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